

### REMARKS

Consideration of the following remarks that are responsive to the April 10, 2001 non-final Office Action that was issued before this continue prosecution application was filed are respectfully solicited.

#### Summary of Applicant's Amendments

In the Office Action, claims 6 and 7 were rejected under 35 U.S.C. § 112, second paragraph as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicants regard as their invention. Claims 6 and 7 have been amended in response to the rejection.

In the Office Action, the drawings were objected to because item (9) of FIG. 2 shows a female age range of 20-30 that does not correspond to the female age range that is specified in the specification for item (9), column 11 lines 6-7. Applicants have amended the specification to overcome the Examiner's objection. The female age interval described in FIG. 2 and the specification (page 11, lines 6-7) is used for illustrative purposes. Other age ranges may also be used.

#### The Rejection of Claims Under 35 U.S.C. § 102(e)

Claims 1-5, 9-10, and 12-17 were rejected under 35 U.S.C. § 102(e) as being anticipated by Sitnik U.S. Patent

No. 6,160,570 (hereinafter "Sitnik"). All of the features of claims 1-5, 9-10, and 12-17 are not shown or suggested by Sitnik.

For example, claims 1-5, 9-10, and 12-17 include features that are directed to interactive television program guides, advertisements used in interactive television program guides, and features that display advertisements in interactive television program guides. The system shown by Sitnik mixes advertisements with a video that a user is watching to place an image, such as an advertisement, in the video. Therefore, Sitnik discusses placing advertisements in video that is being played to a viewer. The only instance in Sitnik where an interactive program guide is discussed is used by Sitnik to identify other applications that may be present on the Sitnik system (col. 7, lines 25-27). Advertisements used in interactive television program guides and features for displaying advertisements in interactive television program guides do not appear to be discussed by Sitnik. Accordingly, claims 1-5, 9-10, and 12-17 are not anticipated by Sitnik.

The Rejections Under 35 U.S.C. § 103(a)

Claim 6 was rejected under 35 U.S.C. 103(a) as being unpatentable over Sitnik in view of Alexander et al. U.S. Patent No. 6,177,931 (hereinafter "Alexander"). Applicants respectfully submits that for the reasons set

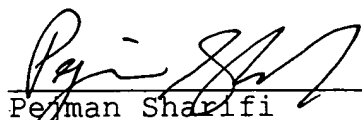
forth above, dependent claim 6 is allowable because it depends from allowable independent claim 5.

Claims 7-8 and 11 were rejected under 35 U.S.C. 103(a) as being unpatentable over Sitnik in view of Herz et al. U.S. Patent No. 5,758,257 (hereinafter "Herz").

Applicants respectfully submits that for the reasons set forth above, dependent claims 7-8 and 11 are allowable because they depend from allowable independent claim 5.

For the reasons set forth above, applicants respectfully submit that this application, including claims new claims 18-36, is in condition for allowance. Reconsideration of this application is respectfully requested.

Respectfully submitted,



Perman Sharifi  
Registration. No. 45,097  
Attorney for Applicants  
FISH & NEAVE  
Customer Number 1473  
1251 Avenue of the Americas  
New York, New York 10020-1104  
Tel.: (212) 596-9000

## APPENDIX

### In The Abstract

Please replace the abstract of the specification with the one below.

An interactive television program guide system for determining user input values for demographic categories is provided. The system includes user television equipment having a receiver for receiving program guide information for the interactive television program guide, a user input receiver for receiving user input from user interface, [such as a remote control,] a microprocessor which utilizes the user input received to determine user values for demographic categories, and memory for storing the user values determines. In one illustrative use of the system for targeting advertisements [to a user of the interactive television program guide], the receiver also receives advertisements, where the advertisements have preselected values for specified demographic categories. The user television equipment, preferably using a microprocessor, compares the preselected values for the specified demographic categories associated with the advertisements with values of corresponding demographic categories stored in the memory to determine which advertisements should be displayed. [Those advertisements determined to be displayable based upon the comparison are then displayed.]

#### In The Specification

Please replace the paragraph starting on page 10, line 28 with the one below:

FIG. 2 is a sample list of the demographic categories and the values of the demographic categories for the user stored in memory 64. FIG. 2 also shows the preselected values for two advertisements received by the set-top box 48. Under the demographic categories heading, there are shown ten exemplary predefined demographic categories. These categories are: (1) sports fan, (2) science fiction fan, (3) parent, (4) dog-lover, (5) cat-lover, (6) annual income over \$20,000, (7) annual income over \$30,000, (8) annual income over \$50,000, (9) female age range of 20-[35]30, and (10) male age range of 18-40.

#### In The Claims

6. (Amended) The method of claim 5, [which] further [comprises] comprising:

storing information concerning television channels necessary for determining values for demographic categories and storing information concerning programs necessary for determining values for demographic categories.

7. (Amended) The method of claim 5, wherein determining user values for demographic categories further

comprises providing [to] for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely a viewer of said television channel or said program['s indication of how well the user] fits said demographic category.

18. (New) A system for targeting advertisements to a user of an interactive television program guide comprising:

a main facility having a database of advertisements for the interactive television program guide, the advertisements being associated with a plurality of demographic categories, wherein each advertisement is assigned preselected values for the demographic categories associated with that advertisement; and

user television equipment on which the interactive television program guide is implemented, wherein the user television equipment is configured to receive the advertisements and their associated preselected values from the main facility, utilize user input to the interactive television program guide to determine user values for the plurality of demographic categories, store the user values, and compare the preselected values for the demographic categories associated with the advertisements with the stored user values of corresponding demographic categories

to determine which advertisements should be displayed in the interactive television program guide.

19. (New) The system of claim 18, wherein the user television equipment comprises a memory on which the user values are stored.

21. (New) The system of claim 18, wherein the user television equipment comprises a remote control with which the user transmits the user input for the interactive television program guide to the user television equipment.

22. (New) The system of claim 18, wherein the user television equipment comprises a microprocessor for determining the user values from the user input and for comparing the preselected values with the user values.

23. (New) The system of claim 18, wherein the user television equipment is further configured to use preselected demographic category data associated with each television channel and program having a bearing on at least one of the plurality of demographic categories in determining the user values.

24. (New) The system of claim 18, wherein each user input that is received by the user television equipment

has a corresponding weight value that is used in determining the user values.

25. (New) The system of claim 18, wherein the user television equipment is further configured to use default values associated with the demographic categories when determining user values.

26. (New) The system of claim 18, wherein each demographic category is associated with a period, wherein the period is a minimum number of user inputs necessary before the user value determined by the user television equipment for that demographic category is deemed to be meaningful and reflective of the user.

27. (New) The system of claim 18, wherein the user television equipment is further configured to periodically refresh the user values for the demographic categories to a predetermined refresh value.

28. (New) A method for targeting advertisements to a user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide with user television equipment on which the interactive television program guide is



implemented, the advertisements being associated with a plurality of demographic categories, wherein each advertisement is assigned preselected values for the demographic categories associated with that advertisement;

receiving user input for the interactive television program guide;

determining user values for the plurality of demographic categories using the user input to the interactive television program guide;

storing the user values; and

comparing the preselected values for the demographic categories associated with the advertisements with the stored user values of corresponding demographic categories in selecting the advertisements to be displayed in the interactive television program guide.

29. (New) The method of claim 28, wherein the storing of the user values comprises storing the user values on a memory in the user television equipment.

30. (New) The method of claim 28, further comprising using a remote control to transmit the user input for the interactive television program guide to the user television equipment.

31. (New) The method of claim 28, wherein the determining of the user values comprises using a microprocessor on the user television equipment for determining the user values using the user input and for comparing the preselected values with the user values.

32. (New) The method of claim 28, wherein the determining of the user values comprises using preselected demographic category data associated with each television channel and program having a bearing on at least one of the plurality of demographic categories.

33. (New) The method of claim 28, wherein the determining of the user values comprises using weight values that correspond to the user inputs.

34. (New) The method of claim 28, wherein the determining of the user values comprises using default values associated with the demographic categories.

35. (New) The method of claim 28, wherein the determining the user values comprises using a period associated with each of the demographic categories, wherein the period is indicative of a minimum number of user inputs necessary before the user value is deemed to be meaningful and reflective of the user.

36. (New) The method of claim 28, further comprising periodically refreshing the user values for the demographic categories to a predetermined refresh value.